

Sugarbook Darren Chan reveals the qualities sugar daddies are REALLY looking for in their babies

[dailymail.co.uk/femail/article-6715717/Sugarbook-Darren-Chan-reveals-qualities-sugar-daddies-REALLY-looking-babies.html](https://www.dailymail.co.uk/femail/article-6715717/Sugarbook-Darren-Chan-reveals-qualities-sugar-daddies-REALLY-looking-babies.html)

February 22, 2019

By [CINDY TRAN FOR DAILY MAIL AUSTRALIA](#) 

Founder of Sugarbook Darren Chan (pictured) has revealed the top qualities wealthy older men really want when they meet their 'sugar babies'

Adventurous, free-spirited and a 'tiger in bed' are just some of the traits wealthy 'sugar daddies' are looking for in a much younger woman.

And founder of dating website [Sugarbook](#) Darren Chan has shared the top qualities rich older men really want when they meet their 'sugar babies'.

Speaking to Daily Mail Australia, the 31-year-old entrepreneur - who was born in [Malaysia](#) before moving to [Melbourne](#) to study - revealed the do's and don'ts - and the etiquette for 'sugar dating'.

'To be concise, men want beauty, intellectual, supportive, wild and adventurous and a tiger on the bed,' Mr Chan said.

'They don't want women who are a smart a***, dishonest, cheater, unhygienic and obsessive.

'The definition of the word "daddy" is described as a protector, a man who is reliable, kind and generous who is also financially capable and very willing to impart knowledge.

'These men are not only looking for intimate companionship, but also looking for someone to pamper, spoil and love.'





The 31-year-old entrepreneur revealed the do's and don'ts - and the etiquette for 'sugar dating'

The five things sugar daddies want

1. Beauty
2. Intellectual
3. Supportive
4. Wild and adventurous
5. Tiger on the bed

And to be a sugar daddy, Mr Chan said you should always be 'well groomed' and be 'extremely generous with money'.

'You're willing to impart knowledge and experiences, be respectful to her friends and family and be generous with spending on her allowance or daily lifestyle,' he explained.

So what makes sugar babies different from women their own age?

'Sugar babies are often young and adventurous. What they can offer is free in spirit and that makes sugar daddies feel youthful,' he explained.

'And it is common for sugar daddies to be business driven people thus there will always be stress but sugar babies are there to support and lend a helping ear, not add more stress to it.

'These are roles that most women are able to provide but, it is really up to the individual as being a sugar baby is a lifestyle choice.'



The controversial dating concept sees young students offer their company to wealthy older men in exchange for expensive gifts and a cash allowance to fund their lavish lifestyle

Etiquette of a sugar daddy

1. Be well groomed
2. Willing to impart knowledge and experiences

3. Respectful to her friends and family
4. Be generous with spending on her allowance or daily lifestyle
5. Be extremely generous with money

If you're dating a sugar baby, there are strict rules to follow.

'Student sugar babies have plenty of male friends so avoid being jealous - and don't be an a**hole to her friends,' Mr Chan said.

'Do not flirt with her girlfriends, avoid lying about the things that you cannot provide and avoid being a cheapskate.'

The businessman - who launched Sugarbook in 2017 after he saw an opening in the 'sugaring' market - said there's one thing that turns older men off: 'Lies'.

He explained the five golden rules of being a sugar baby.

'As a sugar baby, the five things they should do are to take care of their appearances and overall well-being of their mental, emotional and physical health,' he said.

'Most importantly, a sugar baby should be available for her sugar daddy, honour the terms of relationship and be honest and transparent in the relationship.'



The businessman - who launched Sugarbook in 2017 after he saw an opening in the 'sugaring' market - said there's one thing that turns older men off: 'Lies

He said sugar babies should avoid being 'flaky or a no show for dates' and never lie to a sugar daddy or 'underestimate their intelligence'.

'A sugar baby should never be whiny or clingy either,' he said.

Mr Chan said he also wanted to break the stigma surrounding 'sugar dating'.

'The stigma is actually crafted by the society fuelled by the lack of understanding and empathy,' he explained.

'Men are attracted to beauty and women reserves the rights to use their womanly wiles to get what she wants.

'As we move forward, we're in a better position to address these misconceptions by educating the public that these couples are consenting adults.

'There's nothing wrong with an older man dating a younger woman - and it is perfectly legal.'